

CONTACT

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Sydney, Australia

Full Australian working rights

SKILLS

Project Management

Market Research

Sales

Customer Relationship Management

Stakeholder Management

Business Development

SEO and SEM

Google Analytics

Content Marketing

Email Marketing

Social Media Strategy

Budget Management

EDUCATION

GENERAL ASSEMBLY, SYDNEY

Immersive Digital Marketing Course

THE HONG KONG UNIVERSITY OF
SCIENCE & TECHNOLOGY

MBA in Marketing with exchange
program at New York University.

Graduation Class of 2016

UNIVERSITY OF WISCONSIN -

MADISON SCHOOL OF BUSINESS

Bachelor in Business Administration

- Finance, Investment and Banking

Graduation Class of 2009

ADDITIONAL INFORMATION

Languages: English (Native)

Cantonese (Native), Mandarin

(Basic), German (Basic)

Hobbies:

Photography (Landscapes,
portraiture, events and blog
articles)

Watches and Timepieces

Automobiles

CLEMENT CHEUNG

MBA - MARKETING

I am a digital marketer with six years work experience in business growth strategy and product management. I love digital marketing as I thrive on challenges and the excitement of driving tactics based on insights gathered from experimentation and data. Learning, tinkering and improving are core to my personality; this drive spills over into my daily hobbies such as welding my own car exhaust and building a smart mirror.

EXPERIENCE

DIGITAL MARKETING CONSULTANT

Jul 2018 - Present

- On page and technical SEO optimisation for launch of Workabout site.
- Marketing research and campaign for Workabout app launch which includes, social media, pr, app store optimisation and email marketing strategy.
- Content Strategy for lifestylelookbook.com and analytics implementation leading to a reduction of bounce rate by 20%.

AREA MANAGER - MAINTENANCE AND REPAIR SALES

Apr 2017 - Jan 2018

Jardine Schindler Group

- Promoted to Area Manager with P&L responsibilities for the maintenance and repair business in 16 months with a portfolio of 1,200 elevator units.
- Focused on customer segmentation and journey to foster customer relationship, growing to a consistent monthly repair billings of AUD 200,000, the largest increase in Malaysia.
- Implemented change management of team structure and culture with a strong focus on customer experience, which led to a 19% increase in revenue while simultaneously increasing customer satisfaction.
- Reduced customer complaints by 28% and received a Customer Excellence Award in 2017.

PRODUCT LEAD AND STEERING COMMITTEE

Mar 2017 - Dec 2017

Jardine Schindler Group

- Team lead and project manager in Jardines Group's internal start-up competition. Was awarded AUD 400,000 to implement after competing against 6500+ ideas.

EXECUTIVE AID TO THE CEO

Jan 2016 - Mar 2017

Jardine Schindler Group

- Collaborated with the regional CFO, Finance Department and other relevant departments in all operating countries to create a consolidated budget and a four year forecast to 2020 business plan for all business lines.

INTERNSHIP - GLOBAL MARKETING

Jun 2015 - Aug 2015

Infiniti Motor Company LTD.

- Infiniti Global Marketing- Partnerships, Sponsorship & Product Placement.
- Designed a global framework for long term and short-term product placement strategy through a deep dive study on the customer funnel, key touch points and customer insights.

MARKETING EXECUTIVE

Jan 2010 - Jun 2014

New Bright Industrial Co., Ltd.

- Generated AUD 2.6 million by partnering with General Motors for a simultaneous launch of the C7 Stingray Corvette.
- Implemented push marketing through nontraditional means, increasing foot traffic to toy sections by 20%.